VOLUME 11 NUMBER 1

The Latch String

Month of June ▾ *1919*

PRICE TEN CENTS

IN this issue of the LATCH STRING are shown additional photographs of Ornamental Iron and Bronze work installed in the Hotel Cleveland by The W. S. Tyler Company. The first group appeared in the March issue.

Original photographs of any of this work will be sent to architects and owners who request them.

THE W. S. TYLER COMPANY
CLEVELAND, OHIO

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TYLER

Ornamental Iron and Bronze

Graham, Anderson, Probst & White, *Architects*

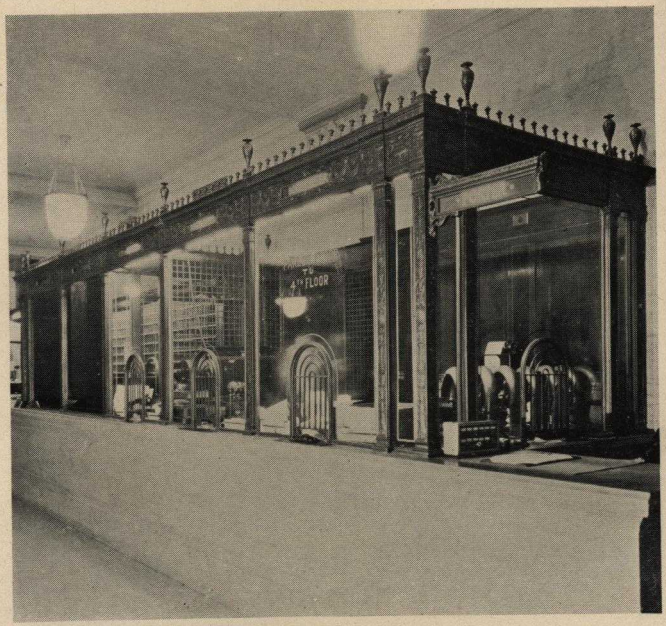
DETAIL OF EXTERIOR

HOTEL CLEVELAND

CLEVELAND, OHIO

TYLER

Ornamental Iron and Bronze



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COUNTER SCREEN IN MAIN LOBBY

HOTEL CLEVELAND

CLEVELAND, OHIO

The LATCH STRING

Month of June *Nineteen-Nineteen*

Vol. 11 Copyright 1919 *by* THE W. S. TYLER COMPANY No. 1

A publication of general interest issued monthly for complimentary circulation to users or prospective users of TYLER Products but to others and for duplicates the price is ten cents a number or one dollar per year. No advertising space for sale. The names of individuals connected with the architectural profession and the building trades will be added to the mailing list upon request but it is necessary to know the professional business connection. If desired *The Latch String* will be sent to your home address.

THE taking over by the government of the railroads, the telephone and telegraph lines, and the express companies is now generally regarded by almost everyone as a fortunate circumstance, because it has proven conclusively that public ownership and management are not desirable in this country.

Without the experiment we would still be battling over theories; now we have the facts. And the facts are not encouraging.

Heretofore, the advocates of public ownership have pointed to the alleged success of state ownership in European countries, ignoring the difference between America and Europe.

Grape fruit is a profitable crop in California, but that does not mean that it can be raised with equal profit in Ohio—climatic conditions are different.

In a country where public office is the highest ambition of the most capable citizens; where a business career takes second or third rank and attracts second and third rate talent; and where the people vote as intelligently as they buy, there is a fair chance for public ownership and management to prove more successful than private ownership and management.

But in a nation where business is the predominant activity of the most brilliant citizens; where a political career is the choice of the less efficient; and where the people are indifferent and thoughtless in the choice of their officials, it is almost certain that public ownership and management will fail.

This last, we believe, is a fair summary of "governmental climatic conditions" in the United States.

In America we are organized for individual enterprise.

Our pioneering has been done by individuals, backed by private capital.

The thoughts of our young men are all directed to success in private business.

The result of this is that business in America has been elevated to a higher plane than anywhere in the world, so that of all places this is the last where public ownership is needed or wanted.

Here is another sidelight on public ownership vs. private ownership which strikes at the very root of the matter.

Suppose a "talker" and a "doer" are competing for the same political job. Which will be elected? The bettors will put their money on the "talker." Usually, however, the people are not so fortunate as to have even the opportunity to vote for a "doer," for the tendency of each party is to nominate only "talkers," and the election goes to the man who tells the funniest stories and paints the prettiest pictures.

In our business relations we act like a different people. Our grocer may be the best story-teller in town, but if he doesn't handle the right kind of goods we will prefer to deal with his

competitor and we won't ask the new grocer to make a speech either.

Nor, in deciding to travel on the Pennsylvania or the New York Central lines do we ask about the race, class or religious belief of the respective railroad presidents. Yet, under political management, it is conceivable that any one of these factors might be the predominating consideration in an election.

"If all positions were political offices, as they would be under universal public ownership," says Thomas Carver, the economist, "the cost of filling these offices by the methods of political campaigns would be so enormous as to stagger the imagination."

He points out that when two farmers compete with one another in producing corn, more corn is likely to be grown as the result of that competition, but when two candidates compete for a given office, the time which they spend in campaigning is wasted—it produces nothing. Let us exercise reasonable control over our great public enterprises, but let us rid ourselves for all time of the fallacy that in the United States there is any economy in public ownership.

The W. S. Tyler Company.Cleveland

It's harder work these days figurin' out how to get the most for your money than it is to get the money.

Engineers tell us that we are now living in a one-tenth second world.

The wireless has been so perfected that a key can be pressed in any part of this planet, and the sound waves will travel, even to the opposite side of the world, and register on a receiving instrument in one-tenth of a second.

The Philippines are intellectually closer to New York City today than were Boston and New York 100 years ago.

The aeroplane is reducing our physical proximity from weeks to days. Twenty-four hours from London to New York seems to be a matter of daily possibility.

In fifty years, the oceans will dwindle to lakes, and the continents to small islands.

In a one-tenth second world all human inhabitants are neighbors, in practical contact with each other every hour of the day.

The League of Nations has not come too soon. In another decade it will be dealing with problems now only remotely suggested.

It requires but a glance at the pages of history to show that the engineer precedes the social and political reformer, and that the inventor directs the destinies of the world with a far more powerful hand than the statesman.

In the quarter century following 1760 the deepest roots of society were disturbed by a series of inventions which not only altered the habits of half the world's population, but gave birth to a new political philosophy.

In England, in the period from 1760 to 1785 the first canals were built by James Brindley for the cheap transportation of heavy goods; James Watt perfected the steam engine for the production of power; Cort's processes of puddling and rolling iron and Roebuck's method of smelting it by coal instead of charcoal were introduced; Hargreaves, Crompton, Arkwright, Cartwright, and others, brought out the spinning jenny, the mule, the carding machine, and the power loom.

A cotton factory was for the first time driven directly by steam power in 1785.

Industry up to that time had been concentrated in the home, and every man was in a large degree his own employer. Just how the

home has been deprived of one occupation after another, and how interdependent on others we have all become, is now a matter of common knowledge.

While the philosopher talks about his formulae and the economist formulates his theories, a workman with a few tools and an idea invents a device which upsets the best laid plans and compels an epoch-making institution like the League of Nations to come into being.

The men in the mechanical field are writing history just as surely as those in the military or political field.

Nature insists that we adapt ourselves to conditions or change the conditions—take your choice.

Now and then you hear a highbrow speak about the "class" of women who read the Ladies' Home Journal and other widely circulated publications.

It would be far more precise to speak of the "class" of women who do not read these publications, for this latter class is far more limited in number than the former.

The Ladies' Home Journal now claims to be selling more than two million copies a month. Circulating in the same field are the Pictorial Review, with almost two million; the Woman's Home Companion, McCall's, the Woman's World, and Needlecraft, all over a million.

Here are six publications, of the same type and in the same field, with a combined monthly circulation of eight million.

In the general field, with circulations of from one to two million are the Saturday Evening Post, Collier's, Literary Digest and the Cosmopolitan.

These are the magazines which are read by the great masses of people.

You can't speak of this army of readers as a class. They are a multitude, the United States.

Against this mass circulation consider the distribution of the so-called highbrow papers, those which make a distinctive appeal to intellectuals. Among these are the Atlantic Monthly, Century, Scribner's and North American Review, none of which has 100,000 circulation. Life has 250,000; the Outlook 106,000; the Independent 100,000.

The New Republic, one of the foremost of

the progressive intellectual periodicals, has only 36,000; and the Nation only 15,000.

The power of these publications with comparatively small circulations rests on the fact that they are read by a group of people who are supposed to think a good deal, and to act on their convictions. The very fact that they expound definite, progressive, and sometimes radical ideas, limits their appeal.

One reason why magazines like the Ladies' Home Journal and the Saturday Evening Post can circulate to the volume they do is because they avoid taking sides on debatable questions. They ride the fence so far as is possible.

That the circulation of a paper does not measure its influence is shown by the fact that two of the best known and most widely quoted newspapers in the country—the Springfield Republican and the Louisville Courier-Journal —have daily circulations of less than 50,000.

Hearst's New York Sunday American is one of the most widely circulated newspapers in the United States, having sold almost a million copies of a single issue. Yet in reality it probably wields less influence than any one of several newspapers with one-tenth the circulation.

Another interesting comparison is that of circulation and advertising rates. A newspaper like the New York Times, with a daily circulation of 350,000 gets a far better rate than several other daily papers with as large or larger distribution. The reason is that the readers of the Times are supposed to have a higher purchasing power.

The attempt to get what is known as "quality" circulation has led some magazines to pay extra bonuses to subscription agents who obtain orders from persons of large means.

In most instances, however, mass circulations have proven the more profitable and the drive is always on for additional millions, so that we shall probably soon hear of a three million weekly circulation.

A man smokes a pipe for solace—a woman takes off her shoes.

Clothes don't make the man but they tell a lot about him.

John Raper, a newspaperman, tells how he once went to his tailor to try on a new suit of clothes.

As he stood before the mirror he complained to the tailor that he did not like the fit of the coat. He was told that it was an exact duplicate of his previous suit, and that it had been fitted with exceptional care.

"What you need, Mr. Raper, is a shave," said the tailor.

Raper agreed to try the remedy, and as he started for the barber shop next door the tailor suggested that he also get his shoes shined.

A half hour later he came back, tried on the suit, and said he was completely satisfied, that it looked as well as any suit he had ever had on.

The tailor then explained that this was not an isolated instance. He said he frequently delayed letting his customers try on new clothes when they appeared with dusty shoes or faces.

Some business men say that fifteen extra minutes spent in brushing up in the morning will get them home an hour earlier in the evening, meaning that they can work faster when they look and feel spick and span.

Good traveling companions are better than a fast train.

Cutting down production, producing less food, less clothing, less fuel, never has and never will reduce prices.

If we want to reduce living-costs we must increase production, and all are agreed the place to begin is in the building industry.

Any one who builds a home, a factory, or an office building, makes business for more than a hundred correlated and contributing industries. Each building erected sends its wave of demand through the industrial organization, from the ditch diggers to the bank presidents and back, and by the way of pay envelopes to the ditch diggers again.

An immediate resumption of building activities will do more than any one thing to stimulate general business and accelerate the transition of industry from war demobilization to the peace normal.

Prices will not be lower until production is increased; costs will not go down until quantity production permits us to avail ourselves of the economy of the maximum efficiency of labor and machinery.

By building NOW we will serve our own and the nation's interest.

TYLER

Ornamental Iron and Bronze

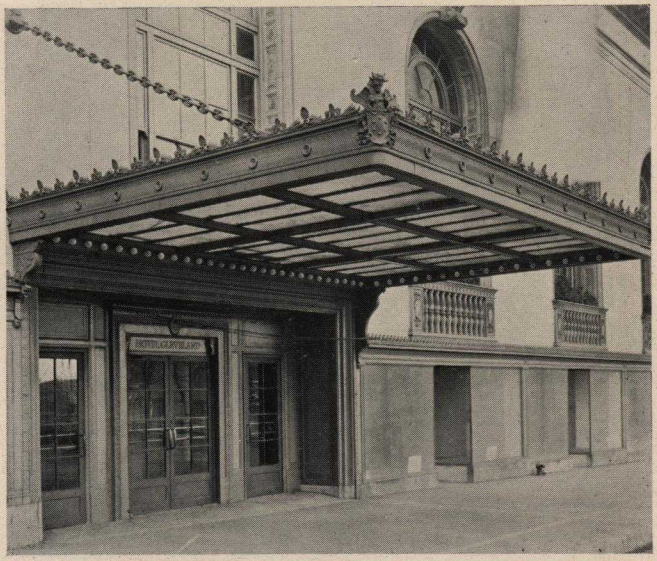
Graham, Anderson, Probst & White, *Architects*

BALUSTRADE FOR MAIN STAIRWAY

HOTEL CLEVELAND, CLEVELAND, OHIO

TYLER

Ornamental Iron and Bronze



Graham, Anderson, Probst & White, *Architects*

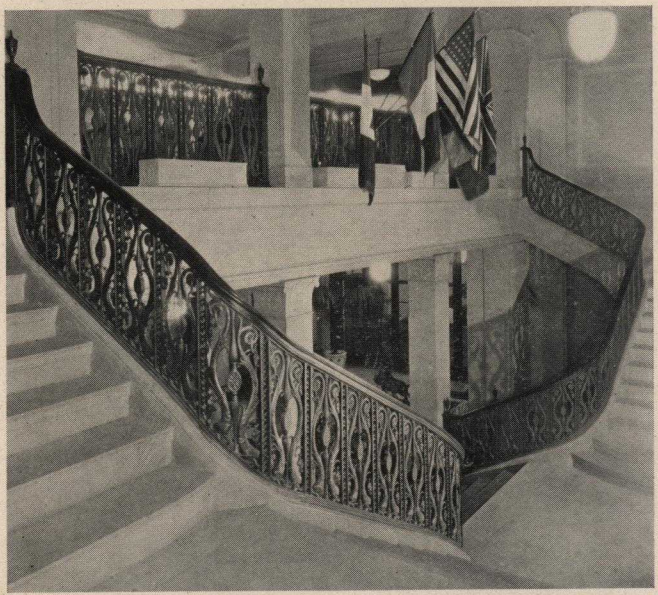
MARQUEE AT PUBLIC SQUARE ENTRANCE

HOTEL CLEVELAND

CLEVELAND, OHIO

TYLER

Ornamental Iron and Bronze



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BALUSTRADE FOR MAIN STAIRWAY

HOTEL CLEVELAND

CLEVELAND, OHIO

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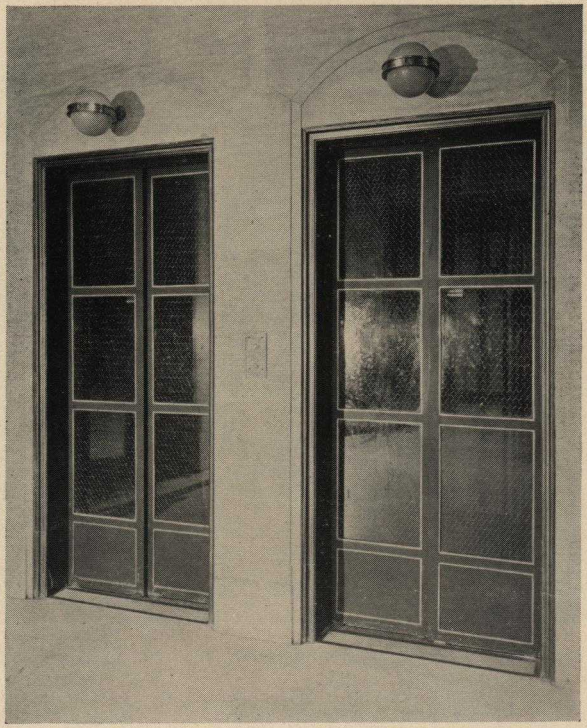


Graham, Anderson, Probst & White, *Architects*

ELEVATOR ENCLOSURES

HOTEL CLEVELAND, CLEVELAND, OHIO

The W. S. Tyler Company.Cleveland

Did you ever notice that a florist is usually a pretty fine character?

Most of us hate a new idea, or a new custom.

Bathing in a bathtub, as late as 1842, was condemned as a corrupting luxury, and was denounced by the medical fraternity.

Air brakes were installed on trains only after the inventor had been called a "lunatic" when he first suggested the plan to a railroad president.

William Harvey, who discovered the circulation of blood, enjoyed a lucrative practice before he announced his discovery, but thereafter he was called "crack-brained" and trade fell off.

The Royal Society of England did not consider Benjamin Franklin's account of his experiments in electricity of sufficient importance to be printed in the Society's Transactions.

Luigi Galvani, who experimented on frogs and discovered galvanic electricity, was ridiculed as the "frog's dancing master."

George Ohm, formulator of a basic method of measuring electricity, was thought to be crazy.

Daguerre, inventor of the daguerreotype, was put in an asylum for saying he could transfer the likeness of human beings to a "tin plate."

The Bavarian Royal College of Physicians claimed that railroads would ruin the health of the people because the rapid motion would give the travelers brain disease.

Professor Lovering of Harvard demonstrated mathematically the impossibility of telegraphing 3,000 miles under the ocean, and several scientists also "proved" that the long range gun was an impossibility at the very time Paris was being bombarded.

Napoleon refused to consider Fulton's steamboat, and later when the first steamboat did cross the ocean, as a result of Fulton's invention, it carried aboard an essay proving the impossibility of the undertaking.

Printers broke the windows of the first plants that installed linotype machines.

The introduction of the spinning jenny, the power-loom, and other textile machinery in England caused nation-wide riots.

Farmers built barricades to obstruct automobiles.

The W. S. Tyler Company.Cleveland

Iron ships were derided for a quarter-century after they came into use.

Go easy in challenging a new idea, a new invention, or a new discovery.

Fifty years from now our children will be erecting monuments to the "crazy" men of today.

Remember the old-time dog-meat that the butcher "threw in" with a 50-cent roast?—now they call it "braised beef" and we ate some at a leading hotel the other day.

Service is just thinking in terms of the other fellow.

We were just talking to the vice-president of one of the Cleveland trust companies. He started as a messenger in one of the old national banks in Cleveland thirty years ago, and he says that in those days when a customer came into the bank and wanted to borrow some money the principal officer took him in, sat on his neck, and then asked him how much he wanted. After this he was usually finished

with a cold bath and a rough rub.

Today we know of no institution where a prospective customer receives more courteous consideration. Even in a country bank, for instance, in a remote town, any caller is received with politeness and respect.

We know of no institution where there are more free services than in the average bank—country or city.

Some of the New York banks are now issuing literature which is equal to that in any of the financial magazines and it is doing much to break the spell of economic illiteracy.

One of the Cleveland trust companies, in a small space in front of their bank building, located at one of the most prominent corners in Cleveland, has been holding industrial exhibits. They have had hydraulic presses, welding machines, and barbed wire machines, all in full operation and before immense crowds. Just now they have a growing garden with an exhibition of many varieties of soil in this space, and are circulating literature on home gardening.

All this is constructive, for the reason that

it unconsciously suggests to the average man that the bank has a relation to industry and finally to the home.

All this vision is not confined to city banks. There is as much progress in the country banks.

The other day we saw a moving picture of a troupe of boys pouring out of the elaborate entrance of a bank somewhere down south, and each boy had a squealing pig.

The boys' corn clubs which have become so numerous in the agricultural communities of the country were suggested by country banks and are being carried out mostly by these banks.

Some of the most constructive literature that appears in the small-town newspapers is the advertisements of banks and trust companies giving argumentative reasons why people should open a savings account.

The fundamentals of banking are just as simple as the fundamentals of business itself.

Everything is very simple in its fundamentals, and it is very easily understood and all its relations can be clearly seen if studied from the fundamentals to the derivatives.

Business is just simply supplying one another's wants, and there is a system of companies known as banks to facilitate the exchanges. A bank is just as essential in its relation to the scheme of things as the railroads and other modes of transportation. The railroad does not actually produce anything, but it takes products from where they are produced to where they are needed.

A bank is simply an institution to facilitate the exchange of commodities.

Samuel Butler says that up to thirty a man will read anything—after that he begins to suffer from mental indigestion and goes on a diet.

Of all economic fallacies the most damaging is that which contends that wasteful expenditure and idleness are of benefit to a community.

You frequently hear it said of a wealthy man, "Why doesn't he quit work?" The feeling is that if those with the largest incomes would step aside the money they now earn would be available for others.

There is also a positive popular dislike for

any man of large means who is known to be a tightwad in his personal expenditures.

During his lifetime Russell Sage was the target of jabs and thrusts because of his habit of eating twenty-five cent lunches and wearing shabby clothes.

Harry Lauder, according to reports, has never been able to overcome his Scotch training which prompts him to watch the pennies, and the result is a cordial dislike on the part of most newspaper dramatic critics.

After a fire which has destroyed perhaps a million dollars' worth of property you will hear the man on the street exclaim that it means more jobs.

Let a hurricane lift the roofs off a hundred houses, and the loss will be condoned on the ground that work has been created.

Frederic Basteat, in his book "Sophisms of Political Economy," cited the instance of a man who was about to thrash a youngster who had broken a pane of glass.

He was stopped by a bystander who argued that the boy was a public benefactor because by breaking the glass he had created a job for the local glazier. In this contention, the point

was entirely overlooked that the owner of the glass would have less to spend for something else. The glazier would get a job to be sure, but the grocer, the tailor, or the carpenter would be deprived of one.

After replacing the broken pane, the owner would be no better off than he was before. Had the money gone into a new chair, or a book-case, or a table, just as much work would have been provided, and both the owner and the community would be ahead.

Multiply the pane of glass by a few thousand and you reach the proportion of a fire. In replacing a structure destroyed by fire, the owner is compelled to forego investing in a new office building or a new factory. The community's loss is as great as his own, because instead of two buildings there is now only one, and consequently fewer opportunities for continuous employment.

Idleness and waste are likewise economic losses.

A man's earning power is a measure of his productive capacity. Society is interested in production, because the more production the

greater the prosperity. Therefore, the premature retirement from business of a man who has the rare ability to organize large industrial units and to carry forward creative enterprises is a social loss of the greatest magnitude. While such a man is earning his own salary he is finding jobs for hundreds of others and making goods which we all need.

Wasteful expenditure is harmful because the world is in such great need of useful things that it can ill afford to have any of its productive capacity used for making unnecessary luxuries.

Large retinues of personal servants, fleets of motor cars for personal use, and a half dozen mansions owned by one individual and used for residence only a few weeks each year, administer to the personal vanity and comfort of the owner, and are not to be denied him, but the money that is poured into such things would better serve the community's good if it were invested in railroads, factories, office buildings, and so on.

Yet the popular idea is that the rich man who continues to put his money to work, after

he has satisfied all normal wants, is hogging it.

A hairline divides the point where economy ends and waste begins.

Russell Sage might have done better for himself and the country had he eaten lunches costing a little more than twenty-five cents, but with all his penuriousness he was a far better citizen than the man who blows a thousand dollars on a monkey dinner.

All the wealth in the world began with somebody's savings.

Those nations which save the most are able to go about their tasks in the most efficient way because they have the funds for the development and purchase of labor-saving devices.

As Kin Hubbard says, lots o' fellers are like a soft drink—they look th' part, but won't do th' work.

I have to some extent been among those who depreciate the services of preachers, falling in with the popular opinion that they loaf six days and work one, but the other day I called on a pastor of a big city church with reference to

the case of an old lady who had been a member of his congregation for 65 years—I did not believe that she was receiving kind treatment at the institution where she was being housed.

I found that the smallest part of a minister's work is his Sunday sermon.

This minister had an office with a stenographer and an assistant pastor.

It was a Tuesday morning.

There were more than a dozen persons awaiting an audience.

They represented all walks and conditions of life.

So far as I observed, this minister gave these people common sense advice on material matters, and this was what most of them needed.

While I sat there he got a job over the telephone for an over-sensitive spinster. He wrote out a want advertisement for some roomers for an old lady who owned a good house and lot.

A lazy looking man who bemoaned and bewailed his material state he sent to a doctor.

This minister was busier than the average business man on whom I call.

Long before it came my turn I saw that the case of the old lady about whom I had called had probably been on this minister's mind for a good many years, and while it had only been on my mind about 15 minutes.

I had this old lady moved to another institution at my own expense.

I say that this minister was doing in each or a good part of the six days what people ought to do for themselves or what some of us laymen could and should do to lighten his duties.

Someone has to do this work.

And until we as a society are better organized I do not know of a more logical person to do it than the average minister.

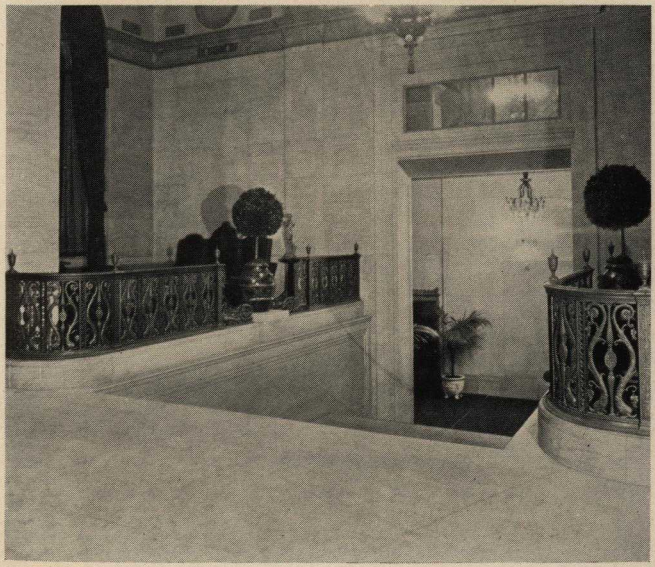
It may be true that the minister is not doing it as well as it could be done, but the same complaint can be made of any of us.

None of us are doing our work as well as we might.

By helping to stimulate the building industry each of us will be stimulating our own industry.

TYLER

Ornamental Iron and Bronze



Graham, Anderson, Probst & White, *Architects*

BALUSTRADE FOR LADIES' ENTRANCE

HOTEL CLEVELAND

CLEVELAND, OHIO

TYLER

Ornamental Iron and Bronze

Graham, Anderson, Probst & White, *Architects*

VESTIBULE ENTRANCE

HOTEL CLEVELAND

CLEVELAND, OHIO

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